



A new headline sponsor underlines commitment to Norfolk Food & Drink

Norfolk Food & Drink was established in 2004 to support the food and drink industry in the county. Who could have predicted, back then, the meteoric rise of the artisan producer and the food and drink industry as a whole here in Norfolk?

Since its inception over a decade ago, Norfolk Food & Drink has supported and championed businesses and individuals in the industry – but as a not-for-profit organisation its future is dependent entirely on sponsorship.

Anyone who has ever worked with the team will know they work tirelessly to ensure that their sponsors get value for money; the platform that Norfolk Food & Drink provides for everyone involved is unquestionably a fertile one – and one that promotes support and collaboration between local businesses.

Sarah de Chair, chairman of Norfolk Food & Drink explains:

“We are fortunate enough to enjoy really great partnerships with all our sponsors and supporters – a great example of which was the recent announcement that Cozens-Hardy solicitors will join Adnams as title sponsors of Norfolk Food & Drink for next year.

“We have worked with both these companies for several years now. Both firms are passionate about celebrating and promoting the food and drink industry in Norfolk.

And both firms embrace the opportunities that Norfolk Food & Drink is able to provide, from sales and branding opportunities at the Norwich Food & Drink Festival, to

business networking, staff incentives and corporate hospitality.”

Adnams’ extension of its title sponsorship agreement and Cozens-Hardy’s escalation of its involvement with Norfolk Food & Drink is perhaps the greatest compliment both firms could pay to Norfolk Food & Drink.

In an increasingly crowded market for sponsorship opportunities, it is praise indeed when two such respected brands underline their commitment and, in so doing, reinforce the great work that a not-for-profit organisation is doing.

Anna Farquharson, partner at Cozens-Hardy solicitors,

says: “We have worked very closely with Norfolk Food & Drink for over three years now and have really enjoyed the collaboration between the other local companies involved.

“The organisation espouses the same values as Cozens-Hardy, promoting local first and foremost



The Cozens-Hardy solicitors team at this year’s Norwich Food and Drink Festival.

Picture: CONTRIBUTED

and encouraging us all to find the exceptional on our doorstep. Becoming a title sponsor for 2018 is a natural progression for us and one that we are greatly looking forward to.”

Victoria Savory, marketing manager for Adnams hotels, pubs and shops, adds: “Adnams is delighted to continue to support Norfolk Food & Drink. It has become an integral part of the fabric of our food and drink industry.

“It has brought the food and drink businesses of the county together, built helpful and productive relationships, and

marketed our foodie collective in an energetic, passionate and engaging way to the wider world. We are very proud to be a part of this collective.”

Two other major sponsors of the Norwich Food & Drink Festival have already pledged their support for 2018 – further evidence of the buoyant relationships that Norfolk Food & Drink fosters.

Lovell Blake will return as sponsor of the Producers’ Street Market and Hargreave Hale will once again sponsor Battle of the Bangers.

Furthermore, Norfolk Country Cottages and Foodcare Systems are both entering into their third year of a three-year Associate Sponsorship agreement – while Chapel Road Creative, Creative Sponge, Norwich Print Solutions, RedCat Partnership and The Forum have all committed their support for another year.

Save the date

The Norwich Food & Drink Festival, sponsored by Cozens-Hardy solicitors, will return on Father’s Day (June 17) next year in and around The Forum – with Battle of the Bangers sponsored by Hargreave Hale, Producers’ Street Market sponsored by Lovell Blake, cookery demonstration kitchen, Adnams’ pop-up festival bar and much more.



Adnams pop-up festival bar at this year’s Norwich Food and Drink Festival.

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- Last Pub Standing
- Norfolk Quail

